

# **NEWS RELEASE**

## **Genus Breeding**



### **HERE COME THE OMAN AND LOOKOUT SONS**

**Genus ABS' commitment to Long Life genetics continues with the launch of three world class O-Bee Manfred Justice sons and the first MOET Lookout son.**

The January 2009 sire proof run has seen the launch of three new world class Oman sons, Wa-Del Hayden, Wa-Del Junction and Morningview Legend, each with different pedigrees and transmitting patterns, but all with the same world class health and fitness traits.

**Hayden**, an Oman off a VG85 Mtoto, is one of the highest ranking new bulls at £197 PLI, with higher type than his father at +1.58 Type Merit and 6% calving ease. Andrew Rutter, Genus ABS Breeding Programme Manager, comments, "This complete all rounder will sire average sized cows with plenty of strength and negative angularity. He is a huge cell count improver at -22 somatic cells, plus he is a big positive for both daughter fertility and lifespan, making him an ideal bull for large UK herds."

"**Junction** has a slightly different proof, showing more milk than Hayden at +744 kg, plus +1.65 Type Merit. This Oman x Convincer ranks once again near the top of the PLI lists at £183 and is placed in the top 10 of the US TPI list, plus he is 5% calving ease so ideal for the heifer pens," Mr Rutter added.

The third Oman son to be launched is Morningview **Legend** who is an Oman x VG87 Durham from the world famous Lead Mae EX95 cow family. "This bull is the highest ranking of the three with £202 PLI, showing particular strengths for components, mastitis resistance and feet and legs."

The last excellent addition to the Genus ABS stud is the first MOET Lookout son, **Richley SS** Lookout. "This UK bred and tested son hails from the Richley herd in South Wales, and is showing many of the attributes of his great father. Richley is proving to be a unique addition to our stud, showing a large negative for stature, siring smaller than average cows with high production and positive daughter fertility. The daughters are mostly black and will be ideal for large farms who want production from smaller cows" comments Mr Rutter.

“Our sire selection programme has been concentrating on selecting for better health and fitness traits for some time now. Bulls like Oman and Lookout have thousands of milking daughters worldwide so we have huge confidence in their sons and their ability to transmit the improved longevity, daughter fertility and mastitis resistance that our customers are now demanding” concludes Mr Rutter.